

# INTHRIVE

ADVOCACY SOLUTIONS

**Monthly** Digest: September 2024  
Your source for policy and advocacy guidance.

## What's inside?



The science behind changing someone's mind



Learn about Joy & Money in your advocacy on YouTube



Where will Inthrive be next?

by **David Smith** on September 3 2024

At its core, lobbying is the art & science of changing minds. Each of us brings our unique style and personality, the art. But there is also science behind why people will and won't change their minds. Keep reading to find out how you can use science to help change more minds and advance your policy goals.

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## THIS MONTH'S TOPIC

### Lobbying & The Science of Persuasion



What can owls teach us about persuading people to support our policy?

One of my favorite newsletters, besides this one(of course!), is Discourse which is put out by the Mercatus Center at George Mason University. A [recent article](#) explored how brain research on owls and their decision making process can help us understand why people hold their political beliefs and how to change them. **Yes, owls have given us a better understanding of the neurological basis of political polarization and the potential for shifting ideological views!** You may think this is for the birds but hear me out! It argues that while early life experiences and genetic factors significantly influence political beliefs, the brain's plasticity offers opportunities for change. The author goes on to discuss how neuroplasticity can be influenced by factors such as early life exposure, incremental change, and rewarding experiences.

**But how can I apply this to my lobbying?**

If you want to use this science to change people's minds try these steps:

1. **Foster Diverse Experiences:** Encourage exposure to various perspectives and experiences to promote more flexible and open-minded thinking. Get politicians out of their bubble so they experience what you're telling them.
2. **Emphasize Incremental Change:** When advocating for a different viewpoint, present arguments in small, digestible steps to facilitate gradual shifts in thinking.
3. **Create Rewarding Associations:** Connect desired ideological shifts with positive experiences or rewards to enhance the likelihood of neuroplastic changes. (Within ethical bounds, of course!)

Have you already been doing some of these? Look at you—you're as smart as the owl scientists! 🦉

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🔗 If you're looking for a new partnership to help achieve your policy goals email David Smith at [David@InthriveAdvocacy.com](mailto:David@InthriveAdvocacy.com) to see how we can work together to get that win!

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### What's new in "Better Advocacy in 10 Minutes or Less"?

📺 Follow Inthrive on [YouTube](#) to keep your skills fresh with Better Advocacy in 10 Minutes or Less! It's been a full month so only 2 new videos this month. Learn how you can use [joy to advance your advocacy](#) or [check out 3 steps to overcome your bill's money problems](#).

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### 🌐 Where can you meet Inthrive: Advocacy Solutions?

⚖️ [NIJ National Research Conference](#): Inthrive will be exhibiting from September 16 to 18 in Pittsburgh to show folks how they can use their tax exempt funds to (*legally*) lobby Congress & state legislatures.

🎬 [Inthrive Film Festival](#): October 18th & 19th in Richmond, VA, you can get your first look at the new films that will be touring the country in the Inthrive Film Festival. Catered opening reception and special screening of Adamu Chan's *What These Walls Won't Hold* on Friday, October 18. The main festival runs from 11am to 5pm at Richmond's First Baptist Church Saturday, October 19. [More details here](#).

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